

**BUSINESS TEACHER
CERTIFICATION COMPETENCIES**
(Approved by State Board of Education, March 2001)

Accounting/Finance	State/National Standards Crosswalk
<ol style="list-style-type: none">1. Define the various steps of the accounting cycle and explain the purpose of each step.2. Prepare, interpret, and analyze financial statements using manual and computerized systems for service, merchandising, and manufacturing businesses.3. Apply appropriate accounting principles to various forms of ownership, payroll, income taxation, and managerial systems.4. Apply matching principles to accruals and deferrals.5. Compare current and fixed asset valuation methods.6. Apply accounts receivable and payable principles.7. Explain the impact of taxes on financial planning.8. Explain the advantages and disadvantages of savings and investment plans.9. Maintain banking records.10. Compare the costs of credit.11. Explain exchange rates and interdependence in international trade.12. Identify the types of insurance associated with risks.	<p>3.1-8, 4.1, 4.4-5; MA 1,3,5-6; HP6, NBEA Accounting Standards, Level 4; NBEA Economics and Personal Finance Standards, Level 4; NBEA International Business Standards, Level 4; NBEA Computation Standards, Level 4</p>

<p>Business Communication</p> <ol style="list-style-type: none"> 1. Prepare business documents using appropriate format and style. 2. Use electronic communication technologies. 3. Demonstrate effective workplace written communication. 4. Demonstrate effective workplace speaking and listening skills. 5. Plan, create and deliver individual and group presentations. 6. Interpret non verbal communication. 7. Edit and revise documents. 8. Apply effective communication strategies in international business relations. 	<p>State/National Standards Crosswalk</p> <p>1.4-5, 1.7-8, 1.10, 2.1-3, 2.6-7, 3.1-8, 4.1-8, CA 1, 3-6; NBEA Communication Standards, Level 4, NBEA International Business Standards, Level 4</p>
<p>Business and Personal Law</p> <ol style="list-style-type: none"> 1. Explain the law-making process. 2. Understand the role of local, state, and national laws and regulations. 3. Explain the function of courts. 4. Analyze the relationships among contract law, law of sales, and consumer law. 5. Recognize business crimes. 6. Explain absolute liability and circumstances under which it is imposed. 7. Analyze the role and importance of agency law as they relate to the conduct of business in the national and international marketplaces. 	<p>1.4-5, 1.7-8, 1.10, 3.1-8, 4/1-8, SS 3, 7; NBEA Business Law Standards, Level 4; NBEA International Business Standards, Level 4</p>

<p>Economics</p> <ol style="list-style-type: none"> 1. Identify the basic features of economic systems. 2. Describe the role of competitive markets. 3. Analyze the role of the law of supply and demand in the U. S. economy. 4. Explain the exchange of money in an economic system. 5. Describe the effect of interdependence on economic activity. 6. Describe the role of government in the economy. 7. Describe the importance of economic relationships among nations. 8. Explain the function of domestic economic institutions and economic incentives. 	<p>State/National Standards Crosswalk</p> <p>1.4, 1.7-8, 3.1-8, 4.1-7, MA 1, 3, 5-6, SS 4, 7, NBEA Economics and Personal Finance Standards, Level 4</p>
<p>Keyboarding</p> <ol style="list-style-type: none"> 1. Use touch keyboarding skills to enter and manipulate text and data. 2. Key text at acceptable speed and accuracy. 3. Determine appropriate format and style for various business documents 4. Proofread documents. 5. Identify ergonomic issues related to keyboarding. 	<p>1.4, 2.7, 3.1-8, 4.1-8, CA 1, 3-6, NBEA Information Systems Standards, Level 4</p>

Information Systems	State/National Standards Crosswalk
<ol style="list-style-type: none"> 1. Describe current and emerging computer architecture. 2. Identify, evaluate, select, install, use, customize and upgrade application software, i.e., word processing, database, spreadsheet, presentation, graphics, multimedia, imaging, and subject-specific software. 3. Solve problems occurring from an application software's installation and use. 4. Identify, evaluate, select, install, use, customize, and upgrade various types of operating systems, environments, and utilities. 5. Diagnose and solve problems occurring from various types of operating systems, environments, and utilities. 6. Enter, sort, and retrieve data from databases. 7. Identify and describe electronic storage media (network, floppy disk, CD-ROM, zip disk, etc.). 8. Evaluate, select, install, use, customize, upgrade, diagnose, and solve problems with communications and networking systems. 9. Compare different types and levels of programming languages. 10. Identify security issues related to computer hardware, software, and data. 11. Establish and use a personal code of ethics for information system use. 12. Describe the effect of e-business on the global economy. 13. Apply information systems across the curriculum. 14. Describe machine transcription and shorthand systems. 	<p>1.4-5, 1.7-8, 1.10, 2.1-3, 2.6-7, 3.1-8, 4.1-8, CA 1, 3-6, MA 1, 3, 5-6, SC 8, SS 7, HP 6, NBEA Information Systems Standards Level 4, NBEA Computation Standards, Level 4</p>

<p>Marketing</p> <ol style="list-style-type: none"> 1. Describe the elements of a marketing plan. 2. Describe product development and promotion. 3. Compare and contrast marketing strategies for products, services, ideas, and persons. 4. Explain the role of pricing in the marketing process. 5. Describe the processes and methods used to develop distribution plans. 6. Explain how external factors influence marketing decisions. 7. Explain how marketing concepts apply to international business. 8. Explain forecasting principles and methods used to determine sales potential for specific products. 	<p>State/National Standards Crosswalk</p> <p>1.4-5, 1.7-8, 1.10, 2.1-3, 2.6-7, 3.1-8, 4.1-8, CA 1, 3-6, MA 1, 3, 5-6, SS 7, NBEA Marketing Standards Level 4, NBEA Computation Standards, Level 4, NBEA International Business Standards, Level 4</p>
<p>Management</p> <ol style="list-style-type: none"> 1. Compare and contrast the basic tenets of management theories and their importance. 2. Explain the functions of management. 3. Compare and contrast the different types of business ownership. 4. Identify resources needed to start a business. 5. Describe the role of organized labor and its impact on government and business. 6. Relate a code of ethics to various business issues. 7. Identify workplace ergonomic issues. 	<p>1.4-5, 1.7-8, 1.10, 2.1-3, 2.6-7, 3.1-8, 4.1-8, CA 1, 3-6, MA 1, 3, 5-6, SC 8, SS 4, 7, NBEA Management Standards, Level 4, NBEA Computation Standards, Level 4</p>

<p>Vocational Program</p> <ol style="list-style-type: none"> 1. Discuss components of a vocational program. 2. Explain the philosophy of vocational education. 3. Describe the role of advisory committees. 4. Explain the program evaluation process. 5. Collect, interpret, and utilize community needs assessment information. 6. Determine how legislation affects vocational education. 7. Describe budget development and management of a vocational program. 8. Define the importance of business, industry, and community agency partnerships. 9. Explain the role of public relations in vocational education. 10. Review regulatory and statutory requirements. 	<p>State/National Standards Crosswalk</p> <p>1.4-6, 8, 10, 2.3, 7, 3.1, 4.1, 8, CA 1, 3, 6, NBEA Career Development Standards, Levels 2-5</p>
<p>Career Management</p> <ol style="list-style-type: none"> 1. Demonstrate workplace readiness skills. 2. Demonstrate employability skills. 3. Describe and contrast employment and entrepreneurship opportunities. 4. Assess personal interests, goals, and abilities which impact career options. 5. Outline the steps in career planning. 6. Demonstrate sensitivity in communication with a diverse audience. 	<p>1.4, 10, 2.5, 6, 7, 4.3, 4, 8, NBEA Career Development Standards, Levels 1-6</p>

<p>Development and Implementation of Vocational Curriculum</p> <ol style="list-style-type: none"> 1. Write and evaluate vocational student performance objectives in the cognitive, psychomotor, and affective domains. 2. Design, implement, and supervise experiential learning opportunities. 3. Apply integrated applications/contextual learning. 4. Apply problem-based learning. 5. Illustrate interdisciplinary team teaching. 6. Define adult learners and contrast teaching adults with teaching high school students. 7. Describe a vocational instructional management system. 	<p>State/National Standards Crosswalk</p> <p>1.4, 10, 2.1, 3, 5, 6, 7, 3.1-8, 4.1, 3, 4, 6, 8, NBEA Career Development Standards, Level 5</p>
<p>Career and Technical Student Organizations</p> <ol style="list-style-type: none"> 1. Explain the philosophy and goals of career and technical student organizations. 2. Develop leadership activities for FBLA. 3. Prepare a sample program of work for FBLA. 4. Describe the adviser's role in the implementation and management of an FBLA chapter. 	<p>1.4, 10, 2.1, 6, 7, 3.1-8, 4.1, 3, 4, 6, 8, CA 1, 4, 6</p>